



ALL SYSTEMS GO!

All Systems Go!

**How Austin, Texas said yes to
Urban Commuter Rail**

Capital Metro Today

- 500 square-mile service area
- Highest per capita ridership in Texas
 - 130,000+ one-way trips every day
 - 35 million total annual boardings
- Local Bus Service
 - 3,300 bus stops (12 Park & Rides)
 - 400 buses
 - 115 Routes
- Other Services
 - Paratransit
 - Rideshare, vanpools
 - Special shuttles



Capital Metro Today

- **Local Bus Service**
 - 3,300 bus stops (12 Park & Rides)
 - 400 buses
- **115 Bus Routes**
 - 7 Free 'Dillo trolley circulators
 - 67 Local
 - 7 Express Park & Ride
 - 22 UT shuttle
 - 30 public school (AISD)
 - E-bus
 - Airport Flyer
 - Tour the Town



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Capital Metro Today

- **Ride Share Program**
 - Van & Car Pools (vehicles provided)
 - Green Ride hybrid vehicle pilot program
- **Special Transit Services (paratransit)**
 - Demand response, door-to-door
- **Special Events Shuttles**
 - Festivals, UT Football & more
- **Short-Haul Freight Rail Service: 162 miles**
- **Coming Soon: Rapid Bus and Urban Commuter Rail**



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Capital Metro: Looking Back

- Capital Metro created by voters on Jan. 19, 1985, funded by one cent sales tax
- Authority's reputation faltered in late 90's
 - Intense media scrutiny
 - Board of directors replaced
 - Revolving door for general managers
- State law passed requiring a referendum to operate passenger rail service
- 2000: \$2 billion light rail referendum narrowly failed
 - After referendum failed board allocated ¼ cent to fund regional mobility projects



Capital Metro: Looking Back

- 2002-04 “Envision Central Texas” regional visioning
 - Identified transportation as region’s top concern
 - Citizens preferred mix of transit and roads
 - Created “shared facts” and a dialog on community choices
- 2004 All Systems Go! Long range plan
 - Built on system backbone: doubling of bus service
 - Light rail out, Commuter rail on existing tracks in



All Systems Go Strategy

1. Build public trust and credibility
2. Involve community leaders in creating a long-range transportation vision to keep our region a great place to live, work & play
3. Inform the public and solicit input about options to address near-term transportation solutions
4. Develop *The Community's Plan* for long-range and near-term transportation solutions
5. Set the stage for possible November commuter rail referendum



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All Systems Go! Three Phase Approach

- **Pre-launch - Background and Planning (March-April)**
 - Stakeholder briefings
- **Phase One – “Get Involved” Community Outreach (May-July)**
 - Get community input on draft plan
 - Communicate features and benefits
- **Phase Two – “Just the Facts” Public Education (Sept-Nov.)**
 - Educate citizens after board calls for referendum
 - Limited to factual information only



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All Systems Go Long-Range Transit Plan

Fixed Route Bus Service

- Backbone of the ASG Plan
- Doubles local and express

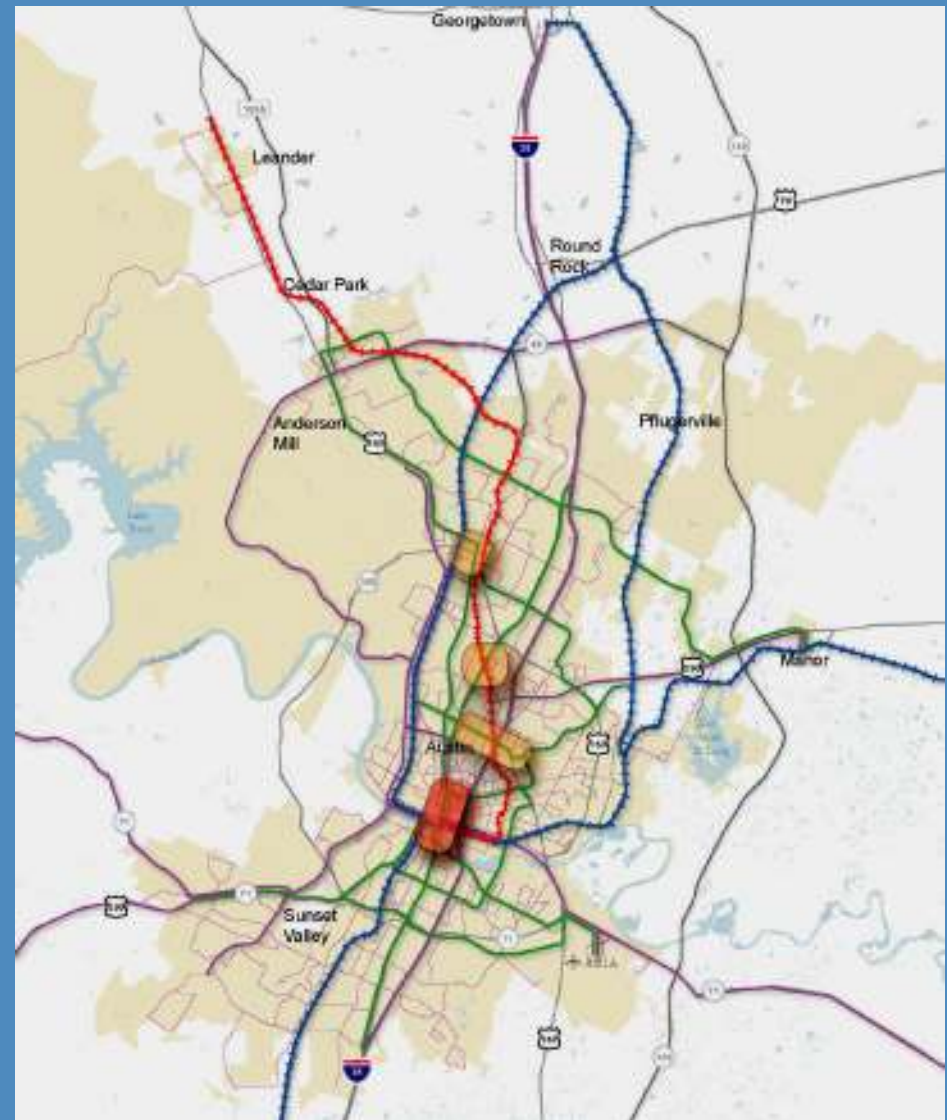
New Rapid Bus

Commuter Rail

Regional Service

Urban Service

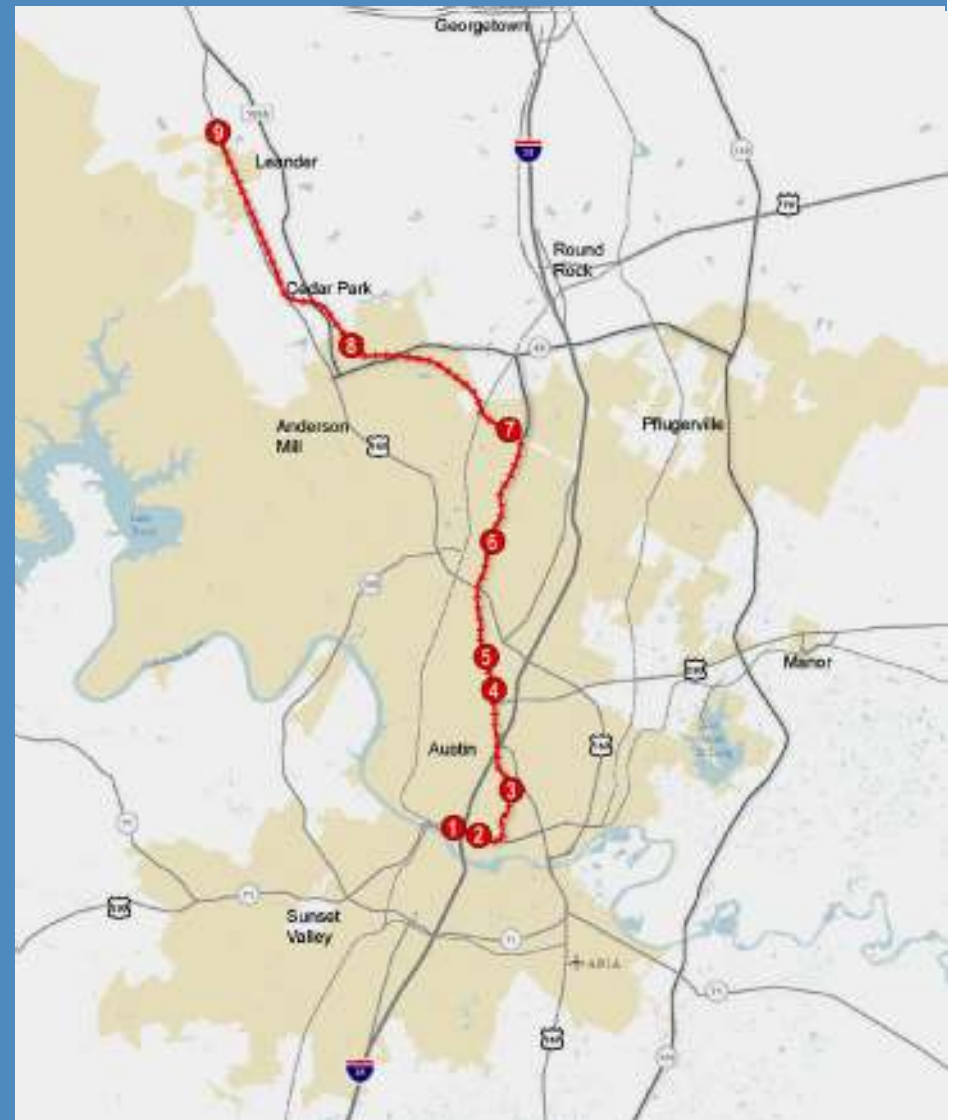
Circulator Service



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“Star” of the plan: Commuter Rail Urban Service

- Under state law, required to be approved by referendum
- Service to start in 2008
- Will operate on existing freight rail lines owned by Capital Metro
- Nine stops - eight within the City of Austin

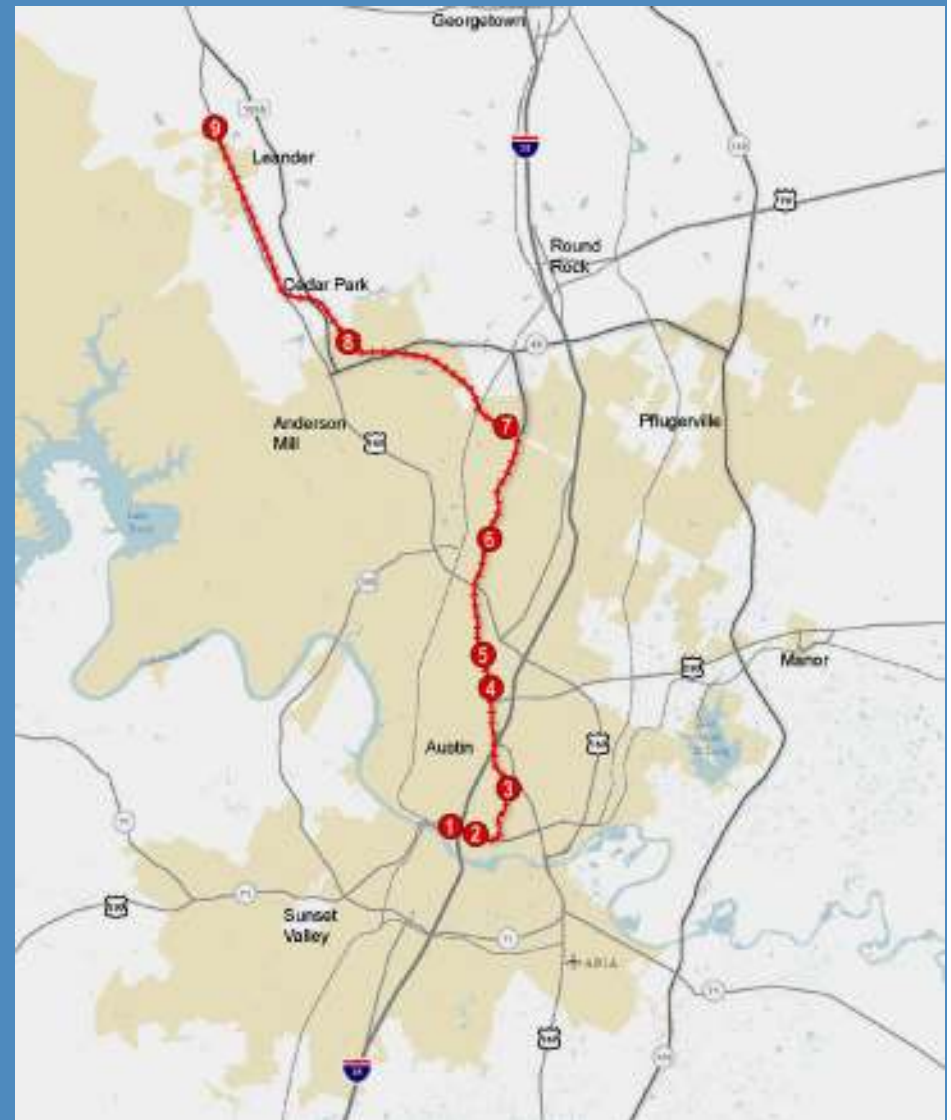


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The Downtown/Northwest Commuter Rail Service

Nine stations are planned

1. Downtown
2. Plaza Saltillo
3. MLK Blvd & Airport
4. Highland Mall (future)
5. Lamar Blvd. & Justin Lane
6. UT Pickle/Braker Lane
7. Howard Lane & Mopac
8. Northwest Park & Ride
9. Leander Park & Ride



All Systems GO: the Community's Plan:

- **Held Pre-outreach Stakeholder briefings**
 - CAMPO
 - Commuter Rail District
 - TxDOT
 - City of Austin and other service area jurisdictions
 - Real Estate Council
 - Chamber of Commerce
 - Area business leaders
- **Extensive community involvement**
 - Public meetings
 - Speaker's bureau
- **Paid media: TV, Newspaper, Radio, Direct Mail**
- **Earned media: media and public relations**



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Creating the Community's Long-Range Transit Plan

- 8,000 citizens and elected officials provided input on draft plan
- 180+ meetings and briefings

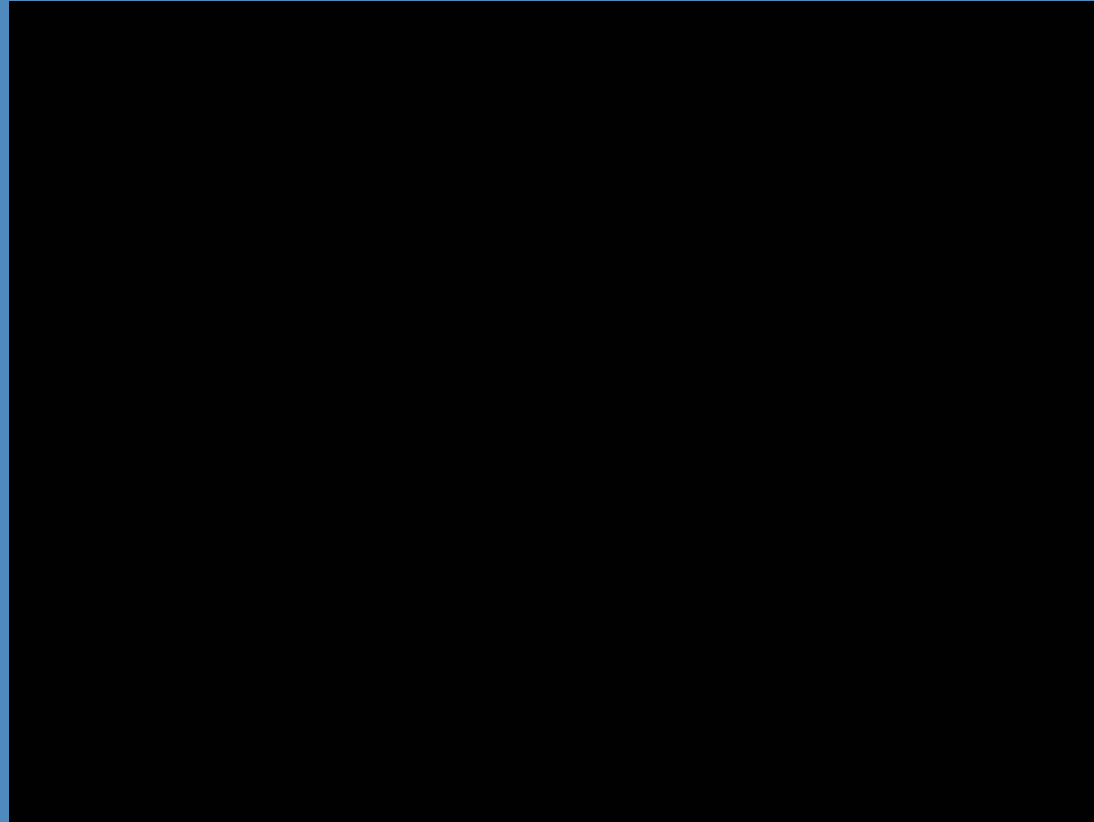


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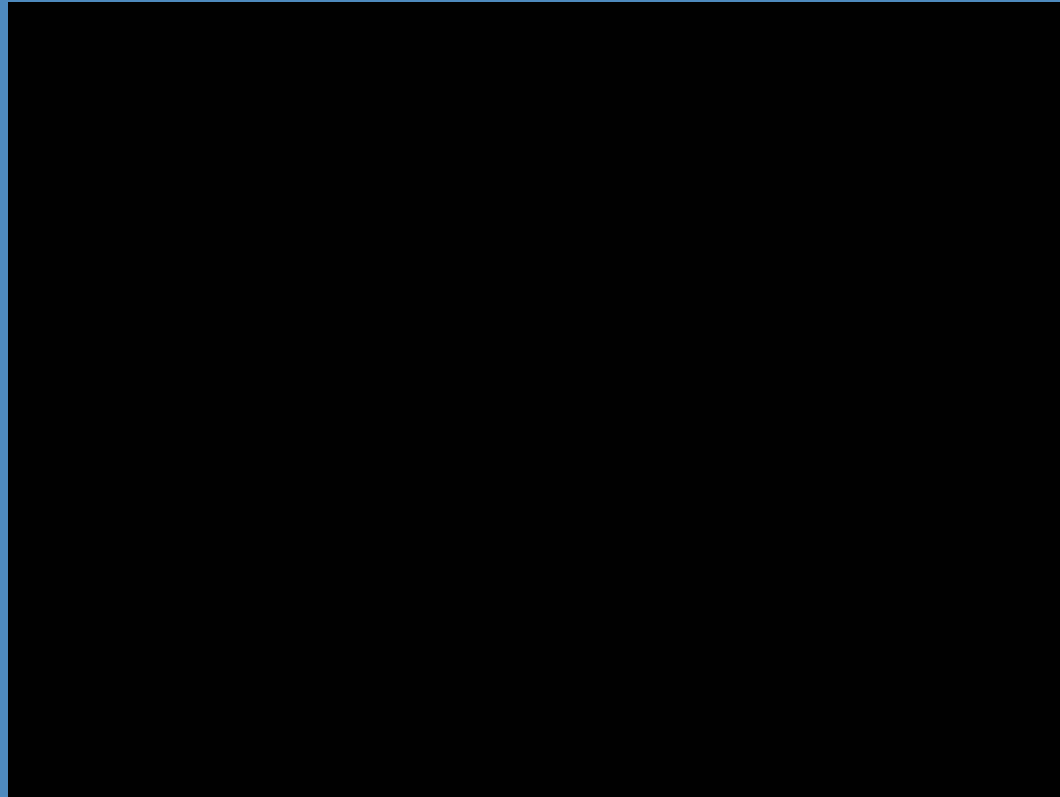
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“Get Involved” Phase One TV spot: “Willie”

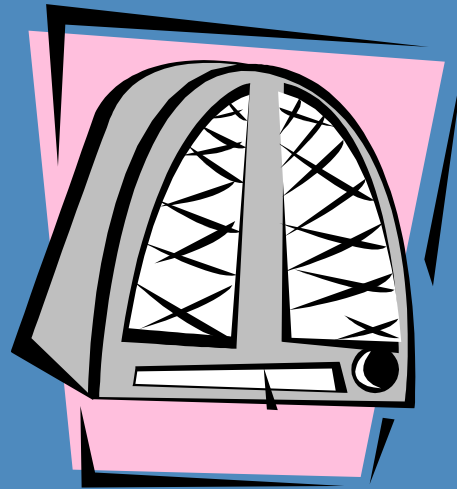


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“Get Involved” Phase One TV Spot: “Ruben Ramos”



“Get Involved” Phase One Radio Spots



Now Playing
WC Clark



WC Clark



Dale
Watson



Marcia Ball



Ruben
Ramos



James
McMurtry



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Phase One Mailer/Flyer

Get Involved



Complete and mail the comment card below. No postage is required.

See back page for other ways you can participate in developing a transit system vision.

You can make a difference. Please get involved.

Austin is a place where being different and making a difference come together. The proposed transit system vision is not a real community solution without input from you.

Your feedback can help us determine:

- Priorities for investment
- New technology options
- Frequency of service
- Locations for station stops and transfers

What can you do?

Attend a community Open House or Workshop

Log On to our Online Survey at www.capmetro.org

Complete and Mail us attached comment card.

Request a presentation from our Speakers Bureau.

Call over the line at 474-1200 for more information.

IF YOU THINK TRAFFIC IS BAD TODAY IMAGINE WHAT IT WILL BE WHEN OUR POPULATION DOUBLES

We need your input to create a new transit system vision.

Open Houses

South

Thu, May 21, 6:00 - 8:00 PM

2514 Highway 290 West

North

Thu, May 21, 6:00 - 8:00 PM

100 West 7th Street

East

Thu, May 21, 6:00 - 8:00 PM

100 West 7th Street

West

Thu, May 21, 6:00 - 8:00 PM

100 West 7th Street

South

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TRANSIT NETWORK AND TRANSPORTATION AUTHORITY
474-1200 OR WWW.CAPMETRO.ORG

Phone: 474-1200
Fax: 474-1201
www.capmetro.org

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CAPITAL METRO/TRANSIT NETWORK AUTHORITY

See back page for more information

Wanted: community input to draft a new transit system vision.

- Step 1** OPEN HOUSES: Attend an open house to see what's in store for our future. Capital Metro has been working closely with local and state transportation organizations to start a long-range regional transit system vision for the Austin area. The schedule is listed below.
- Step 2** ONLINE SURVEY: Participate in an online survey to help us understand what you think about the transit system vision. We need your input on how you will use transit and what you think the system's benefits will be for you.
- Step 3** COMMUNITY MEETINGS: With your input, Capital Metro will create a final transit system plan. It is the final phase of the vision process. We need your input to get the plan's details and vision on your approval. You will have an opportunity to share your ideas about the final plan of Capital Metro vision for a comprehensive rail plan.

Austin's Key Issues

Population Growth

The Austin area is expected to reach four million people by the year 2030.

Traffic Problems

As Austin's population grows, so will the number of cars on the road.

Air Quality

As a result of being a major metropolitan area, Austin is expected to be one of the most polluted cities in the country.

Tomorrow's vision: faster buses, sleek new rail on existing tracks and no new taxes.

For every 10 cars, Capital Metro has found the equivalent in transit services, saving the world of thousands of people every day.

Now we're looking to the community to help us create a long-range transit system vision that will create a vision of how we will live together to address the community's challenges.

Using existing rail tracks and corridors, the proposed vision would require no new taxes or major land relocations.

Legend

Commuter Rail Urban Service

Commuter rail service connecting major employment centers and transit hubs in the Austin area.

Commuter Rail Regional Service

Commuter rail service connecting major employment centers and transit hubs in the Austin area.

Light Rail

Light rail service connecting major employment centers and transit hubs in the Austin area.

Express and Local Bus

Express and local bus service connecting major employment centers and transit hubs in the Austin area.

Capital Metro Service Area



Please Comment

Please complete and mail the comment card below. No postage is required.

Or log on to www.capmetro.org

Or call 474-1200 to comment by phone.

For persons with hearing or visual impairments, please call 360-7435.

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Comment Card

1. The public vision is based on a long-range transit system vision that supports existing services and offers new transit options and technologies.
 - Light Rail
 - Express
2. I like the idea of operating with Light Rail and Regional Commuter Rail following an existing rail corridor to provide more transportation choices.
 - Light Rail
 - Express
3. I don't see any transit options.

Comments:

Name:

Address:

City:

State:

Zip:

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Long-Range Transit System Vision

(PROPOSED)



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Phase One Print Paid media



Willie Nelson

**TRAFFIC'S SO BAD,
I DON'T WANT TO GET
ON THE ROAD AGAIN.**

Get involved. | Capital Metro | 474-1200

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Dale Watson

**JAMMED IN TRAFFIC
WATCHIN' POLLUTION
FILL THE SKY.**

Get involved. | Capital Metro | 474-1200

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Marcia Ball

**STUCK IN TAILGATIN'
AGGRAVATIN' TRAFFIC.**

Get involved. | Capital Metro | 474-1200

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Ruben Ramos

**ME LA PASO
ESPERANDO CUANDO
ANDO MANEJANDO.**

Get involved. | Capital Metro | 474-1200

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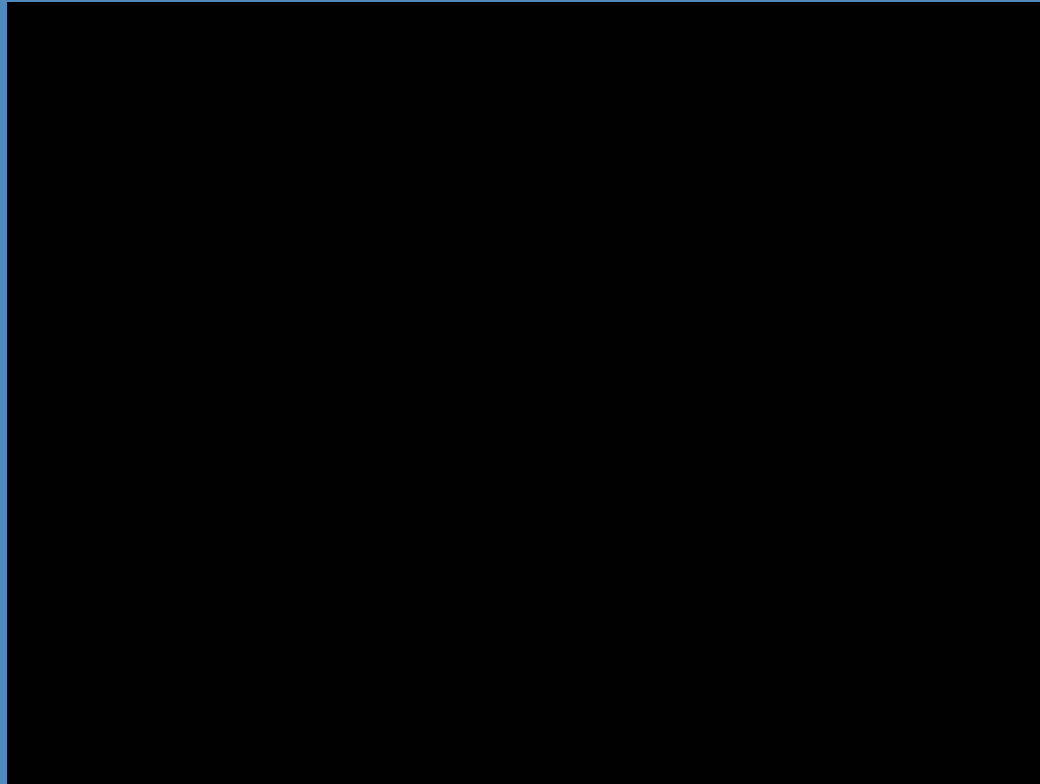
Phase Two Education Materials: Just the Facts

Online

The screenshot shows a Mozilla browser window displaying the website for the All Systems Go Long-Range Transit Plan. The browser's address bar shows the URL: <http://allsystemsgo.capmetro.org/Default.asp?lang=english>. The website header includes navigation links: CAPITAL METRO HOME, CONTACT, TRANSPORTATION LINKS, and EXPAND. The main content area features a large banner with the title "ALL SYSTEMS GO LONG-RANGE TRANSIT PLAN" and the subtitle "CAPITAL METROPOLITAN TRANSPORTATION AUTHORITY". To the right of the banner is a "News & Info" section. Below the banner is a vertical navigation menu with the following items: ALL SYSTEMS GO PLAN INTRODUCTION, THE FACTS, ALL SYSTEMS GO LONG-RANGE TRANSIT PLAN, STAY INFORMED, and NEWS & INFO. The main article is titled "Voters Choose Commuter Rail" and includes the following text: "On November 2 2004 voters in the Capital Metro service area voted in favor of allowing the agency to operate urban commuter rail service extending from Lawrence through northwest and east Austin and on to downtown. As of late Tuesday evening the unofficial vote totals indicated that 82% of voters voted for the referendum while 18% voted against. The Downtown-Northwest Urban Commuter Rail Service is one part of the authority's All Systems Go Long-Range Transit Plan to provide options for citizens to help address regional population growth, estimated to double in the next 20 years. [Click here to view the full story.](#)" The article also includes a "The Facts" section with bullet points: "Population growth", "Traffic problems", and a link "Learn more about the key issues.". Another section titled "All Systems Go Long-Range Transit Plan." lists: "Downtown-Northwest Commuter Rail Service", "Expanded Capital & Local Bus", "Rapid Bus", "Circulator's Avenue", "Regional Rail", and a link "Click here to learn more.". A "How Can I Stay Informed?" section lists: "Request a presentation from our Speakers Bureau", "Call 474-1200 for more information", and "Visit the Information Station at 325 Congress Avenue to learn more.". At the bottom of the article is the contact information for the Capital Metropolitan Transportation Authority: "2010 East 5th Street - Austin, Texas 78702 (512) 474-1200 • (800) 474-1201". The right sidebar contains a "News & Info" section with three bullet points: "View the press release announcing the All Systems Go Long-Range Transit Plan.", "Welcome to All Systems Go Long-Range Transit Plan. This site will be evolving as we receive your feedback and more information comes online. Come back and see us soon.", and "Download a PDF of the International Transit Plan (2-22-04) HTML Version". Below the text is a thumbnail image of the "THE ALL SYSTEMS GO LONG-RANGE TRANSIT PLAN" document cover. A second bullet point at the bottom of the sidebar reads: "View the press release announcing the All Systems Go Long-Range Transit Plan selected by Capital Metro on August 23 2004."

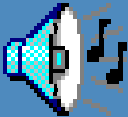
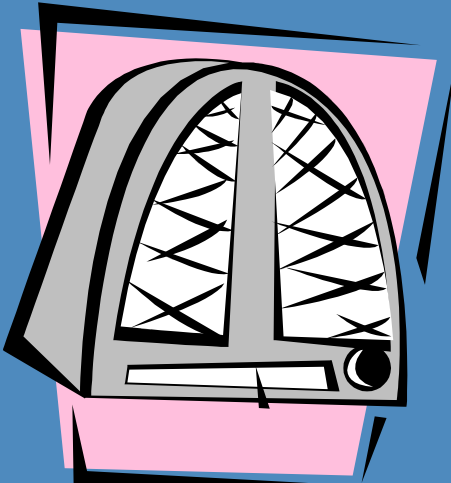


Phase Two “Just the Facts” Phase Two TV Spot



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“Just the Facts” Phase Two Radio Spot



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Advocacy: pro and con

Opponents: Local and Unorganized

- County Commissioner Gerald Daugherty
- Retired high tech executive Jim Skaggs
- *Texas Monthly* Publisher Emeritus Mike Levy
- “Kooks against Rail”
 - “All Systems No” Coalition
 - Libertarians
 - Monorail
 - Personal Rapid Transit



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Proponents: Champions and Grassroots

- **Champions**
 - Mayor Will Wynn
 - Former Mayor Kirk Watson
 - Former foe State Rep. Mike Krusee
 - Coalition of environmental advocates
 - Chamber, Real Estate Council, AARO
- **Effective GOTV PAC emphasized grassroots**
 - New Ways to Connect
 - Adelante Metro
 - Mailers & flyers
 - Call banks
 - Neighborhood walking
 - Speakers bureau



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Proponents: Friendly Fire

- Central city advocates wanted more
 - Extension to new development
 - Streetcar downtown
 - Hopeful for Light Rail
 - Initial frustration and anger
- Added Circulator Areas to plan
 - Future Connections study promised as first step after referendum
 - Acceptance that first priority is getting past the first referendum





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Results: We Won!

Nov. 2 Referendum Results

- For: 62%
- Against: 38%
- Bi-partisan support
 - Very strong suburban support (traditionally Republican)
 - Strong central city support (traditionally Democrat)
- Benefit: community endorsement of entire agency



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Keys to Our Success

- Good plan
- Made it the community's plan
- Cost effective
- Unorganized critics



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What's Happening Right Now?

Park and Ride Construction

- Tech Ridge and Leander under construction
- Tech Ridge open 2006
 - Express
 - Local
 - Future Rapid terminus
- Leander open 2006-07
 - Express
 - Future Urban Commuter rail station in 2008



Rapid Bus Status Update



- Vehicle Acquisition

- *Modern, sleek*
- *Train-like*
- *Comfortable, quiet*



- Station/Stop Design

- *Development of prototype shelter/stop design underway*

- Traffic Engineering

- *Work on traffic signal priority underway*

- Starter Line in 2007



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Urban Commuter Rail Phase One Downtown NW Line

- Engineering design underway
- Vehicle Acquisition underway
 - Self Propelled
 - Lighter, sleeker DMU style
- Rail construction underway
 - Modify existing tracks to suit passenger service
 - Build extra tracks to access stations and allow trains to pass
- Station construction-begins 2006
- Service in 2008



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Next steps: Future Connections Study

- Preliminary advisory committees formed
- Community outreach fall 2005
- Studies to be completed mid 2006
- Any alternative using rail would require referendum



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Next steps: Future Connections Study

- Responds to interest from community: We want a Street Car!
- Evaluating future transit alternatives
 - Downtown, Capitol, UT, Mueller, East Austin
- Studying connections to commuter rail and circulation in more densely populated areas
- Studying downtown bus transfer center



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